

UTAH OFFICE OF TOURISM BOARD MEETING AGENDA

**Friday, February 9, 2018 – 10:00 am – 12:00 pm
Hale Centre Theatre at the Mountain America Performing Arts Center
9900 South Monroe
Sandy, UT 84070**

- 1. Welcome & Introductions: Lance Syrett, Chair - (10:00 am)
Hale Centre Theatre Representative**
- 2. Approval of Minutes - (10:30 am)**
- 3. Managing Director Report: Vicki Varela - (10:35 am)**
- 4. Marketing Committee Report: Dave Williams - (10:50 am)**
 - Mountain Time Update and Approval for Additional Digital Media Buy – Jonathan**
 - Approval of 3-Season Media Buy – Struck/Love**
 - Tour of Utah Approval – Tour of Utah Staff**
- 5. UTIA Update: Kaitlin Eskelson - (11:30 am)**
- 6. New Business - (11:40 am)**
- 7. Public Comment - (11:50 am)**

Meeting adjourned – The next board meeting will be held April 13, 2018. The location is TBD.

UTAH OFFICE OF TOURISM GOALS

- 1. Create Global Brand**
- 2. Strengthen partnerships with industry**
- 3. Improve customer experience**
- 4. Engage Utah leaders and citizens in our success**
- 5. Use film as a billboard for our state**